

Google Analytics 101

Marissa Goldsmith

About Me

My mom still calls me motor-mouth.

I drink a lot of coffee.

I come from a long line of teachers.

I love you guys!

Today

Vocabulary Quiz

Finding The Easy Stuff

What GA Doesn't Come With (By Default)

Secret Tools of GA Unicorns

Vocabulary Quiz

Google Analytics Speak: Managing Your Account

Accounts

Properties

Views

Settings

Filters

Goals

Google Analytics Sneak: Managing Your Account

Administration
Demo Account (Beta)

ACCOUNT

Demo Account (Beta)

- Account Settings
- User Management
- All Filters
- Trash Can

PROPERTY

Google Merchandise Store

- Property Settings
- .js Tracking Info

PRODUCT LINKING

- AdWords Linking
- AdSense Linking
- Ad Exchange Linking
- All Products
- Audience Definitions
- Custom Definitions
- Data Import

VIEW

1 Master View

- View Settings
- Goals
- Filters
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA
- Custom Alerts
- Scheduled Emails
- Shortcuts
- Share Assets

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Google Analytics Speak: Managing Your Account

Accounts

Properties

The website
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Views

Settings

Filters

Goals

Administration › Property Settings

Demo Account (Beta) / Google Merchandise Store

PROPERTY

Google Merchandise Store

Property Settings

.js Tracking Info

PRODUCT LINKING

AdWords Linking

AdSense Linking

Ad Exchange Linking

All Products

Audience Definitions

Property Settings

Basic Settings

Tracking Id
UA-54516992-1

Property Name
Google Merchandise Store

Default URL
https:// shop.googlemerchandisestore.com

Default View
1 Master View

Industry Category
Shopping

Advanced Settings

Allow external scripts (HTML, CSS, JavaScript, etc.) for AdWords

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Google Analytics Speak: Managing Your Account

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View
The
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you
Set
Filt
Go

The screenshot displays the Google Analytics interface for managing a property and its views. On the left, a vertical sidebar contains navigation options: Account, Property, View, The spa you, Set, Filt, and Go. The main content area is divided into two columns. The left column is titled 'PROPERTY' and features a dropdown menu currently set to 'Google Merchandise Store'. Below this, there are several menu items: 'Property Settings', '.js Tracking Info', 'PRODUCT LINKING' (a sub-header), 'AdWords Linking', 'AdSense Linking', 'Ad Exchange Linking', 'All Products', and 'Audience Definitions'. The right column is titled 'VIEW' and features a dropdown menu currently set to '1 Master View'. Below this, there is a search bar with the text 'Search', a list of views including '1 Master View', '2 Test View', and '3 Raw Data View', and a 'Filters' section. Further down, there are 'Ecommerce Settings', 'Calculated Metrics BETA', 'PERSONAL TOOLS & ASSETS' (a sub-header), 'Segments', and 'Annotations'.

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Google Analytics Setup: Managing Your Account

Accounts

Properties

Views

Settings

Accounts, Properties
data.

Filters

Goals

The screenshot shows the 'View ID' settings page in Google Analytics. Several sections are highlighted with red boxes:

- Time zone country or territory:** A dropdown menu set to 'United States' and a time zone dropdown set to '(GMT-04:00) Eastern Time'.
- Exclude URL Query Parameters:** A text input field containing 'id'.
- Bot Filtering:** A checkbox labeled 'Exclude all hits from known bots and spiders' which is checked.
- Site search Tracking:** A toggle switch labeled 'ON'.

Other visible settings include: View Name (Main Profile), Website's URL (http:// marissagoldsmith.com), Default page (optional), Currency displayed as (US Dollar (USD \$)), AdWords accounts linked to this view ((466-390-1634)), and Query parameter (s).

you to change and manipulate

Google Analytics Speak: Managing Your Account

Accounts

Properties

Views

Settings

Filters

Filters allow you to

Goals

Add Filter to View

Choose method to apply filter to view

- Create new Filter
- Apply existing Filter

Filter Information

Filter Name

Filter Type

Predefined Custom

- Exclude

Filter Field

Select field

Filter Pattern

Case Sensitive

- Include
- Lowercase
- Uppercase
- Search and Replace
- Advanced

[Learn more about regular expressions](#)

Filter Verification

[Verify this filter](#) See how this filter would affect the current view's data, based on traffic from the previous 7 days.

Save

Cancel

Google Analytics Speak: Managing Your Account

Accounts

Properties

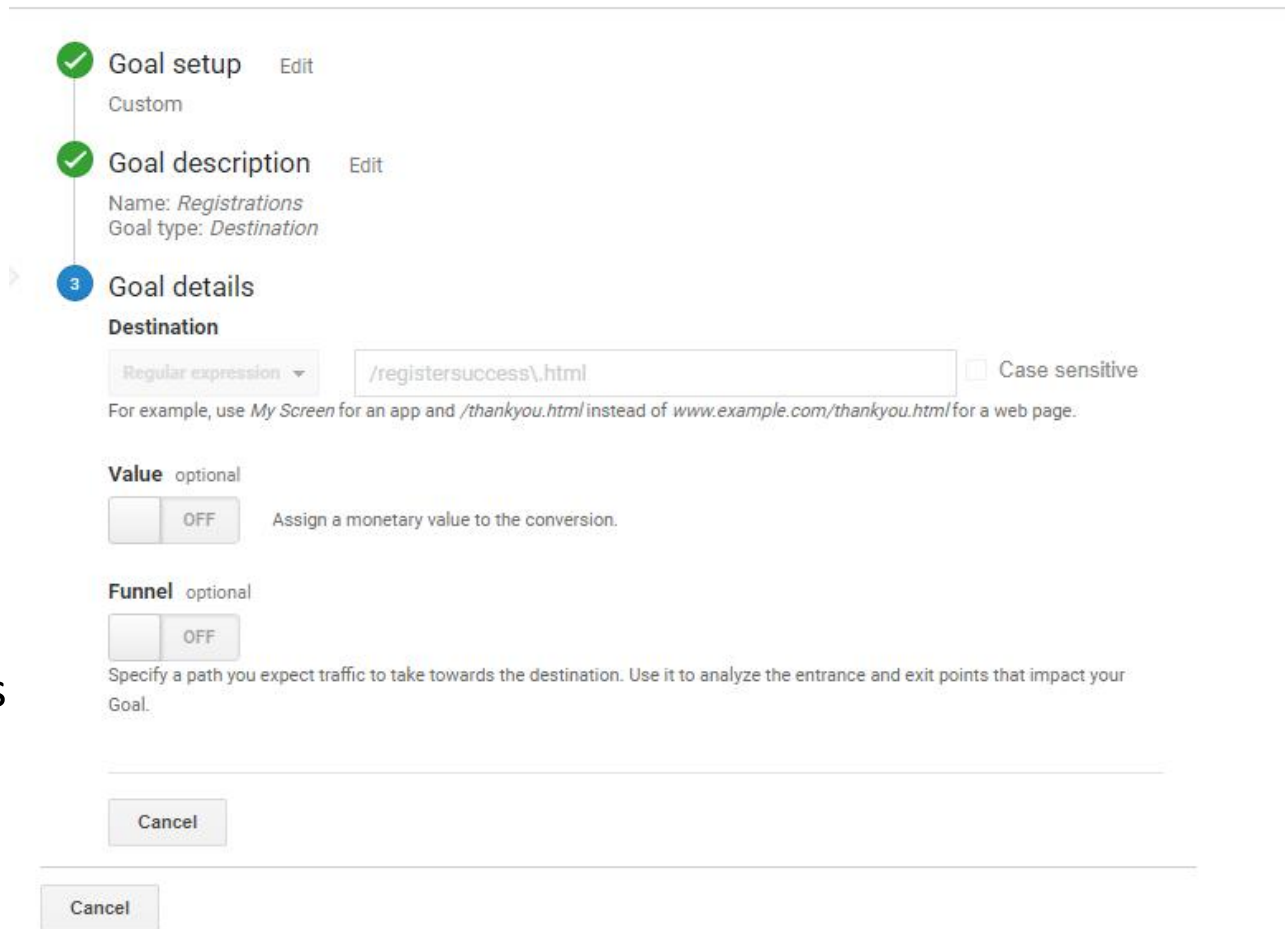
Views

Settings

Filters

Goals

Google Analytics



The screenshot shows the Google Analytics 'Goal setup' interface. It is divided into three steps: 'Goal setup', 'Goal description', and 'Goal details'. The 'Goal setup' step is completed, indicated by a green checkmark. The 'Goal description' step is also completed, showing the goal name as 'Registrations' and the goal type as 'Destination'. The 'Goal details' step is currently active, indicated by a blue circle with the number '3'. Under 'Destination', there is a dropdown menu set to 'Regular expression' and a text input field containing '/registersuccess\.html'. A 'Case sensitive' checkbox is present and unchecked. Below this, there is a 'Value' section with an 'optional' label and a toggle switch set to 'OFF', with the text 'Assign a monetary value to the conversion.' Below that is a 'Funnel' section, also with an 'optional' label and a toggle switch set to 'OFF', with the text 'Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.' At the bottom of the form, there is a 'Cancel' button. A second 'Cancel' button is located at the bottom left of the page, below the form.

✓ Goal setup [Edit](#)
Custom

✓ Goal description [Edit](#)
Name: *Registrations*
Goal type: *Destination*

3 Goal details

Destination

Regular expression Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
 OFF Assign a monetary value to the conversion.

Funnel optional
 OFF
Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Cancel](#)

[Cancel](#)

in your website.

Accounts

Views

Settings

Goals

Properties

Filters

BREAK

What concepts do you want to look at more closely?

Google Analytics Speak: End-user Behaviors

Session

User

Pageview

Event

Transaction

Hit

Bounce

Google Analytics Speak: End-user Behaviors

Session

Everything the user engages in from the point where they enter your site, to the point that they leave it.

User

Pageview

Event

Transaction

Hit

Bounce

Google Analytics Speak: End-user Behaviors

Session

User

An individual who comes to the site for one or more sessions (provided they a) never clear their cookies; and b) aren't device-hopping).

Pageview

Event

Transaction

Hit

Bounce

Google Analytics Speak: End-user Behaviors

Session

User

Pageview

A specific, built-in Google Analytics hit that occurs when a user sends a request to load a single HTML page.

Event

Transaction

Hit

Bounce

Google Analytics Speak: End-user Behaviors

Session

User

Pageview

Event

A tool with
may or ma

Transactio

Hit

Bounce

Primary Dimension: **Event Category** Event Action Event Label

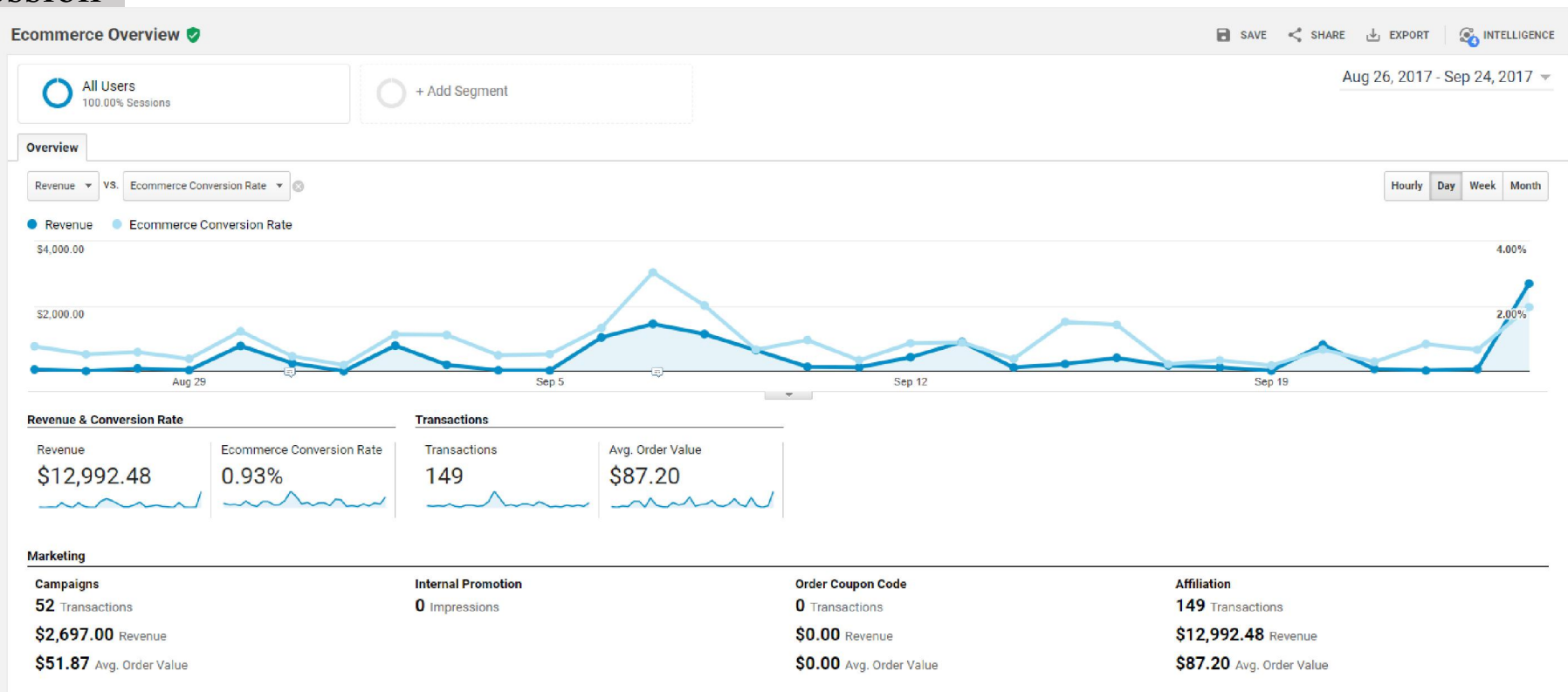
Plot Rows Secondary dimension Sort Type: Default

<input type="checkbox"/>	Event Category ?	Total Events ?	Unique Ev
		13,829 % of Total: 100.00% (13,829)	
<input type="checkbox"/>	1. Donation Form Clicks	3,318 (23.99%)	
<input type="checkbox"/>	2. Navigation: Top Navigation	2,513 (18.17%)	
<input type="checkbox"/>	3. Navigation: Sub-Navigation	1,817 (13.14%)	
<input type="checkbox"/>	4. Ecommerce	1,642 (11.87%)	
<input type="checkbox"/>	5. Donation Form Abandoned Field Path	1,616 (11.69%)	
<input type="checkbox"/>	6. Navigation: Footer	579 (4.19%)	
<input type="checkbox"/>	7. Homepage	484 (3.50%)	
<input type="checkbox"/>	8. Outbound Link	453 (3.28%)	
<input type="checkbox"/>	9. Navigation: Super Footer	393 (2.84%)	
<input type="checkbox"/>	10. Navigation: CTA	213 (1.54%)	

about data that

Google Analytics Speak: End-user Behaviors

Session



Users

Google Analytics Speak: End-user Behaviors

Session

User

Pageview

Event

Transaction

Hit

All pageviews, events, transactions, and other interactions combined that send data to Google Analytics. In the free version, you have a limit of 10,000,000 a month.

Bounce

Google Analytics Speak: End-user Behaviors

Session

User

Pageview

Event

Transaction

Hit

Bounce

A single-hit visit. The user goes to the page, but does nothing else of interest.

Session

Pageview

User

Transaction

Hit

Event

Bounce

BREAK

What do you want to look at more closely?

Google Analytics Speak: How Users Get to Your Site

Default Channel Grouping

Medium

Source

Referral

UTM

Google Analytics Speak: How Users Get to Your Site

Default Char

Large, high-le
and add char

Medium

Source

Referral

UTM

Primary Dimension: **Default Channel Grouping** Source / Medium Source Medium Other

Plot Rows Secondary dimension Sort Type: Default

Default Channel Grouping	Acquisition			Behavior	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Page
	72,962 % of Total: 100.00% (72,962)	68,564 % of Total: 100.09% (68,501)	92,147 % of Total: 100.00% (92,147)	54.95% Avg for View: 54.95% (0.00%)	
<input type="checkbox"/> 1. Organic Search	33,369 (44.35%)	30,971 (45.17%)	38,008 (41.25%)	51.99%	
<input type="checkbox"/> 2. Direct	10,344 (13.75%)	9,889 (14.42%)	12,905 (14.00%)	53.48%	
<input type="checkbox"/> 3. Social	10,290 (13.67%)	9,778 (14.26%)	10,892 (11.82%)	71.30%	
<input type="checkbox"/> 4. Display	9,282 (12.34%)	8,915 (13.00%)	13,087 (14.20%)	88.59%	
<input type="checkbox"/> 5. Referral	9,148 (12.16%)	6,610 (9.64%)	13,709 (14.88%)	22.70%	
<input type="checkbox"/> 6. Paid Search	1,697 (2.26%)	1,369 (2.00%)	2,172 (2.36%)	34.21%	
<input type="checkbox"/> 7. Affiliates	1,116 (1.48%)	1,031 (1.50%)	1,373 (1.49%)	55.13%	
<input type="checkbox"/> 8. (Other)	1 (0.00%)	1 (0.00%)	1 (0.00%)	100.00%	

customize, edit

Google Analytics Speak: How Users Get to Your Site

Default Channel Grouping

Medium

Another large, high-level bucket that identifies where your traffic comes from. You can “make up” mediums on the fly.

Source

Referral

UTM

Google Analytics Speak: How Users Get to Your Site

Default C
Medium
Source
The basic
within the
Referral
UTM

Primary Dimension: **Source / Medium** Source Medium Keyword Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

Source / Medium ?	Acquisition			Behavior	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Sessio
	72,962 % of Total: 100.00% (72,962)	68,564 % of Total: 100.09% (68,501)	92,147 % of Total: 100.00% (92,147)	54.95% Avg for View: 54.95% (0.00%)	Avg for Vi
<input type="checkbox"/> 1. google / organic	33,075 (43.67%)	30,646 (44.70%)	37,626 (40.83%)	51.98%	
<input type="checkbox"/> 2. google / cpc	10,570 (13.96%)	10,028 (14.63%)	14,678 (15.93%)	82.60%	
<input type="checkbox"/> 3. (direct) / (none)	10,344 (13.66%)	9,889 (14.42%)	12,905 (14.00%)	53.48%	
<input type="checkbox"/> 4. youtube.com / referral	8,320 (10.99%)	7,964 (11.62%)	8,739 (9.48%)	70.99%	
<input type="checkbox"/> 5. mall.googleplex.com / referral	4,344 (5.74%)	2,898 (4.23%)	6,580 (7.14%)	15.12%	
<input type="checkbox"/> 6. gdeals.googleplex.com / referral	1,587 (2.10%)	1,018 (1.48%)	2,479 (2.69%)	8.43%	
<input type="checkbox"/> 7. analytics.google.com / referral	1,480 (1.95%)	1,129 (1.65%)	1,826 (1.98%)	55.26%	
<input type="checkbox"/> 8. Partners / affiliate	1,116 (1.47%)	1,031 (1.50%)	1,373 (1.49%)	55.13%	
<input type="checkbox"/> 9. sites.google.com / referral	1,076 (1.42%)	691 (1.01%)	1,643 (1.78%)	19.84%	
<input type="checkbox"/> 10. m.facebook.com / referral	976 (1.29%)	910 (1.33%)	995 (1.08%)	87.74%	

Information

Google Analytics Speak: How Users Get to Your Site

Default Channel Grouping

Medium

Source

Referral

The site that

UTM

Primary Dimension: Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Source	Acquisition			Behavior
	Users	New Users	Sessions	Bounce
	19,303 % of Total: 26.46% (72,962)	16,388 % of Total: 23.92% (68,501)	24,601 % of Total: 26.70% (92,147)	Avg fo
1. youtube.com	8,320 (41.90%)	7,964 (48.60%)	8,739 (35.52%)	
2. mall.googleplex.com	4,344 (21.88%)	2,898 (17.68%)	6,580 (26.75%)	
3. gdeals.googleplex.com	1,587 (7.99%)	1,018 (6.21%)	2,479 (10.08%)	
4. analytics.google.com	1,480 (7.45%)	1,129 (6.89%)	1,826 (7.42%)	
5. sites.google.com	1,076 (5.42%)	691 (4.22%)	1,643 (6.68%)	
6. m.facebook.com	976 (4.92%)	910 (5.55%)	995 (4.04%)	
7. facebook.com	364 (1.83%)	349 (2.13%)	383 (1.56%)	
8. google.com	356 (1.79%)	341 (2.08%)	377 (1.53%)	

s source.

Google Analytics Speak: How Users Get to Your Site

Default Channel Grouping

Medium

Source

Referral

UTM

A URL tagging
want it to use

Primary Dimension: Campaign Source Medium Source / Medium Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

	Source / Medium ?	Acquisition			Be
		Sessions ? ↓	% New Sessions ?	New Users ?	
		3,653 % of Total: 22.70% (16,096)	69.37% Avg for View: 81.68% (-15.08%)	2,534 % of Total: 19.27% (13,148)	
<input type="checkbox"/>	1. google / cpc	2,657 (72.73%)	67.14%	1,784 (70.40%)	
<input type="checkbox"/>	2. facebook / social paid	335 (9.17%)	93.43%	313 (12.35%)	
<input type="checkbox"/>	3. emergency restricted / fundraising	280 (7.66%)	76.79%	215 (8.48%)	

of traffic, if you don't

Default Channel Grouping

Medium

Referral

Source

UTM

BREAK

What do you want to look at more closely?

What Can I do RIGHT NOW!

In the Data: Easy to Find

How many came?

Did they do a lot of stuff?

Did they come back?*

Where did they come from?

What pages did they look at?

What You're Not Going to Get (By Default)

Interactive Clicks on a Page

Video Views/Watches

Scroll Tracking

Revenue

Lots of other things

Secret Easy Tools of GA Experts

REGULAR EXPRESSIONS!!!

Advanced Segments

Secondary Dimensions

Custom Reports – Flat Tables

Annotations

Advanced Searches

Taking it to the Next Level? (Topics I didn't cover)

Google Tag Manager

eCommerce Tracking

Custom Dimensions & Metrics

Event Tracking

Cross Domain Tracking

AdWords Linking

Channel Customization

Attribution Modeling

Resources

- [LunaMetrics Guide to Regular Expressions](#)
- [LunaMetrics Blog](#)
- [Simo Avaha's Blog](#)
- [OptimizeSmart Blog](#)
- [Google Analytics Academy](#)
- [Digital Analytics Association](#)
- [Measure Slack](#)
- [Avinash Kaushik](#)

QUESTIONS?

Ask me anything, I mean it. If I don't know the answer now, I'll look it up.